



The Path Forward

100 Years of Protecting
America's Parks



2019 ANNUAL REPORT

CONTENTS

- 2 Message from Your Board Chair and President
- 4 100 Years of Protecting America's Parks

Your Impact

- 8 Congressional Victory for All Americans
- 10 NPCA Hosts Largest-Ever Capitol Hill Day

National Parks Legal Defense Fund

- 12 Ongoing Legal Defense Efforts
- 14 Defending Parks from Ill-Sited Development
- 16 Defending Water in the California Desert
- 18 Defending Our National Monuments

Ongoing Work

- 20 Clearing the Air
- 22 Transportation Strategies Ease Park Access for All
- 24 Restore Our Parks Act

NPCA Turns 100

- 26 Centennial Activities
- 30 NPCA Leads the Way
- 32 Centennial Heroes
- 38 A Family Tradition
- 40 Doing Her Part
- 42 A Beautiful Friendship
- 43 A New Mission

- 44 Financial Report
- 47 Endowments
- 48 Where We Are
- 50 Our Leadership
- 52 Our Commitment to Justice, Equity, Diversity and Inclusion
- 56 Get Involved

**“These are the people’s
parks, owned by
young and old..”**

– Harry S. Truman



100 YEARS

MESSAGE FROM YOUR BOARD CHAIR AND PRESIDENT



On May 19, 2019, National Parks Conservation Association (NPCA) celebrated our 100th anniversary.

For a century, NPCA members, volunteers, community partners and staff have protected America's national parks. We've fought for wildlife habitat, park funding and the creation of new parks that tell important stories — some of which are still unfolding. And we've fought back against air and water pollution, as well as logging and mining at our parks' doorsteps.

While none of this work has been easy, all of it has been critical to ensuring these places — iconic, historic, meaningful — thrive well into the future. This is the legacy left for us by all who came before. And this is the legacy we leave behind for all who will come long after us.

Robert Sterling Yard, who co-founded NPCA with Stephen Tyng Mather, the first director of the National Park Service, said in 1920 that it was the people who must save their own national parks. It was true then, and it's true today as passionate park protectors rise to the challenge.

NPCA's members and supporters took hundreds of thousands of actions this year in support of national parks, calling and emailing their elected officials and the administration. At NPCA's Capitol Hill Day, hundreds of community activists joined us in Washington, D.C. to meet with their members of Congress about some of the biggest threats facing our national parks, and thousands more participated virtually. Combined, we reached every single congressional office, making this NPCA's largest Capitol Hill Day ever. Hundreds of supporters attended events around the country, including biking the San Antonio Missions to hiking in Olympic. And they were also generous with their time, donating 16,550 service hours to our national parks, from trail projects to clean-up efforts.

Now, as we look ahead to the next century of protecting America's national parks, we must make sure everyone feels welcomed and inspired to speak up and protect them.

That's why we have undertaken an important initiative in our centennial year. We believe the best hope for achieving our vision of national parks truly existing for everyone is for all people to love, believe in and advocate for them. To fulfill this vision, we will ground ourselves in the tenets of justice, equity, diversity and inclusion. These principles are fundamental to what we want NPCA to become and to creating and preserving a National Park System that really does belong to all of us.

Thank you for all you do for NPCA and our national parks. We'll see you in the parks!

Sincerely,



Greg A. Vital
Board Chair

Theresa Pierno
President and CEO



Shenandoah National Park (VA)



Kenai Fjords National Park (AK)



Yellowstone National Park (ID, MT, WY)

100 Years of Protecting America's Parks





Manzanar National Historic Site (CA)



Rocky Mountain National Park (CO)

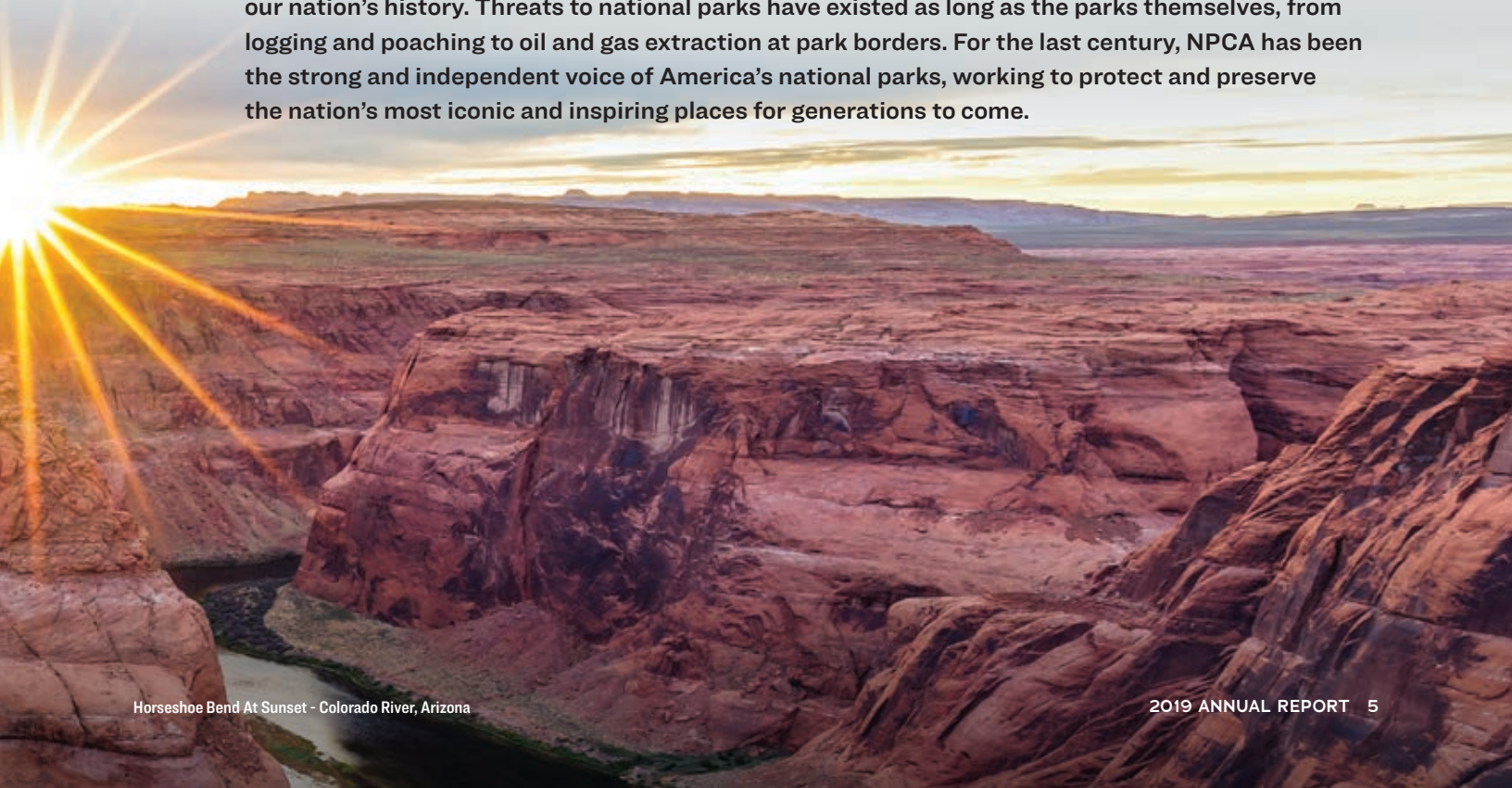


Manassas National Battlefield Park (VA)

Our national parks honor and preserve our nation's history and culture.

They anchor many of our most ecologically diverse landscapes and maintain the health of surrounding lands, air, water and wildlife. Our parks are where we play and learn, generation after generation.

That's why NPCA is here, protecting our more than 400 national park lands and the stories they tell — the landscapes we cherish, the battles we've fought and the moments that have shaped our nation's history. Threats to national parks have existed as long as the parks themselves, from logging and poaching to oil and gas extraction at park borders. For the last century, NPCA has been the strong and independent voice of America's national parks, working to protect and preserve the nation's most iconic and inspiring places for generations to come.



The NPCA Story

In 1919, three years after the National Park Service was established, a small group of scientists, artists and civic leaders — all visionaries with a passion — gathered in our nation's capital to sign the articles of incorporation forming a new organization, known today as NPCA. The first director of the National Park Service, Stephen Mather, and the first NPCA executive director, Robert Sterling Yard, knew

national parks needed a voice, separate from the federal government, whose sole responsibility was to protect and enhance parks for present and future generations. NPCA is that voice.

Today, we work at every level of influence to protect more than 400 national park sites and advance the visionary promise of our National Park System.



Bison in Yellowstone National Park (ID, MT, WY)



Yosemite National Park (CA)



Gateway National Recreation Area (NY, NJ)

NPCA AT 100

This year, NPCA and its more than 1.4 million members and supporters celebrated a century of standing together and raising our voices to protect America's national parks. Working with partners, lawmakers and communities, NPCA is still fighting to ensure parks are protected and the story of America lives on in our parklands.

In this annual report, we share a snapshot of NPCA's centennial activities (see pg. 26). Thank you to all who came out and joined us. You will also see updates on some of our critical park protection campaigns (see pg. 12). It's your participation and investment in NPCA that makes this all possible.

This year's milestone centennial anniversary is also a starting point, marking the beginning of NPCA's second century.

In the decades ahead, we hope you will continue to stand with us to protect and enhance our treasured parks.



100 YEARS



Endangered species – Loggerhead Turtle



NPCA's Capitol Hill Day



Mojave National Preserve (CA)

Congressional Victory for All Americans



Medgar and Myrlie Evers Home National Monument (MS)

There were cheers on the floor as Congress voted to protect more than 2 million acres of public lands — park sites, monuments, trails, rivers and wilderness areas. In March, Congress passed the John D. Dingell, Jr. Conservation, Management, and Recreation Act of 2019, a package of more than 100 public land bills signed in to law.

Championed by lawmakers on both sides of the aisle, the landmark legislation is the result of decades of dedicated work by NPCA and our partners — communities, businesses and elected officials — on many of the key bills in this public lands package. These include permanent

protections against new mining claims on lands outside of North Cascades and of Yellowstone; permanent reauthorization of the Land and Water Conservation Fund, one of our most important tools to protect public lands from incompatible development; and directives for the Department of the Interior to study sites that could further enhance and diversify the National Park System and tell a more complete story of America.

This law expands and improves America's public lands system and creates new national monuments, two of which will become part of the National Park System: the Medgar and Myrlie Evers Home National Monument in Mississippi, which preserves the legacy of the Evers family, powerful voices for the civil rights movement; and the Mill Springs Battlefield National Monument in Kentucky, which preserves a pivotal Civil War battlefield site.

The biggest piece of conservation legislation passed in years, the law also adds six new heritage areas — large, lived-in landscapes that preserve America's cultural history — providing for a more diverse and inclusive National Park System that more adequately reflects our rich cultural heritage.

One notable expansion is that of Ocmulgee National Monument, Georgia, redesignated as Ocmulgee Mounds National Historical Park. First authorized by Congress in 1934 to protect lands “upon which certain Indian mounds of great historical importance are located,” the park expansion came as a result of years of engagement between NPCA and the Macon, Georgia, community, facilitated in large part by the Ocmulgee National Park and Preserve Initiative (ONPPI). The 2019 legislation preserves significant cultural resources in one of the nation’s richest archaeological areas, with documented history dating to the ice ages. “To document so much history is quite significant,” says Brian Adams, president of the ONPPI board.

Additionally under this law, the Every Kid in a Park program, which provides free entry to America’s public lands for fourth graders and their families, will continue. This program ensures that current and future generations can experience all that our parks and public lands have to offer.



↑ Kids paddle on the Anacostia River in Maryland.



NPCA Hosts Largest-Ever Capitol Hill Day



↑ Heba Gaiang with Rep. Ben McAdams (UT-4)

Heba Gaiang, 19, came to the U.S. as a refugee from South Sudan at age 5 and lived in Utah for 10 years before setting foot in one of the state’s magnificent national parks. Her first national park experience at Canyonlands National Park came as part of YouthWorks in the Parks, an initiative led by a local non-profit that partners with NPCA to connect urban youth with public lands. Discovering national parks led Heba to become actively involved in protecting them for future generations.

“The only thing better than the feeling I get from being in the parks is seeing someone else discover these places,” she says.

Heba jumped at the chance to testify before the Utah legislature in support of the Every Kid Outdoors Initiative in the fall of 2018. She joined us in Washington, D.C. for our April 2019 Capitol Hill Day. The annual NPCA event connects national park advocates from across the country with members of Congress and their staff to discuss issues facing our parks and opportunities to better protect them. Alongside other advocates of all ages and backgrounds, Heba’s participation in Capitol Hill Day — our largest ever — granted her a unique opportunity to speak up for the parks she loves.

Of the advocates who convened on Capitol Hill, many were volunteers, like Heba, who came from partner organizations across the nation. In hundreds of meetings with members of Congress conducted over the course of the day, advocates focused on the need to address the National Park Service’s \$11.9 billion deferred maintenance backlog by supporting the Restore Our Parks Act; preserve historic and cultural resources by supporting the National Heritage Area Act of 2019; and increase annual park funding appropriated by Congress.



↑ NPCA volunteers and staff head to meetings for 2019 Capitol Hill Day.

Our 2019 Capitol Hill Day also allowed advocates to reach out to members of Congress from their homes and offices around the country. Thousands of NPCA advocates made phone calls and sent emails to their senators and representatives. Combined with on-the-ground lobbying by NPCA volunteers and staff, park advocates contacted every single congressional office in one day. Other online efforts included the centennial hashtag #YourParksYourTurn, which received almost 5.15 million views during the week of our 2019 Capitol Hill Day.

↓ Theresa Pierno and Greg Vital present Representative Raul Grijalva (AZ-3) with the National Park Heritage Award.



NPCA's Civic Voices Workshops: Investing in Individuals; Empowering Communities

NPCA's Civic Voice Workshops address the need to engage more people in our civic processes, provide valuable skill-building trainings and cultivate confidence through hands-on, experiential activities. These workshops provide an excellent platform to engage new and existing park supporters and connect them to park issues relevant to them. Since 2013, NPCA has hosted 70 workshops and equipped more than 1,500 individuals to be a force for change in their communities.

National Park Heritage Award

NPCA honors members of Congress with the National Park Heritage Award for their contributions to the protection and enhancement of America's national parks. This year the award was presented to members of Congress who were sponsors or original cosponsors of bills within the John D. Dingell, Jr. Conservation, Management, and Recreation Act and voted in favor of final passage.

→ To find out if your members of Congress received NPCA's 2019 National Park Heritage Award, please visit: www.npca.org/heritageaward

Ongoing Legal Defense Efforts



A Gray Wolf *Canis Lupus*

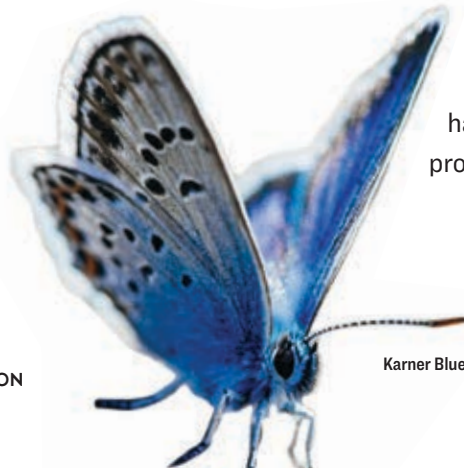
While NPCA celebrates its centennial year, our national parks face threats like never before. The administration and Congress have taken an unprecedented number of actions that would negatively impact our national parks and public lands, weakening protections for park air, water and wildlife.

These actions include efforts to weaken critical bedrock environmental laws and policies, such as the Endangered Species Act (ESA). As our country's most effective tool in protecting wildlife, the ESA is


credited with saving more than 99% of the animals and plants that are protected by the act from extinction, including the Florida manatee, American gray wolf and humpback whale. In August 2019, NPCA, along with partners, filed a lawsuit in the U.S. District Court for the Northern District of California challenging the recent action by the U.S. Department of the Interior and U.S. Fish and Wildlife Service to scale back protections under the ESA, to ensure vital policies remain intact.

Now in its second year, the National Parks Legal Defense Fund enables NPCA to use all legal means necessary to defend the ESA – such as the lawsuit we just filed — and respond to other urgent national park threats as they arise. Financial support of the fund, in addition to donated legal services, ensures NPCA is able to not only build strong cases, but expands the numbers of cases we are able to take on.

In the following pages, see more ways we are using our legal expertise to defend parks from harmful development and ensure protections for park sites.



Karner Blue Butterfly



Now in its second year, the National Parks Legal Defense Fund enables NPCA to use all legal means necessary to defend the ESA and respond to other urgent national park threats as they arise.

Defending Parks from Ill-Sited Development




Grand Teton National Park (WY)

Many of the things we love most about national parks — their clean air and water, abundant wildlife, unspoiled nature and historic sites and artifacts — are jeopardized by industrial oil and gas and other harmful infrastructure development. In fact, since the start of 2017, the administration has proposed oil and gas drilling shockingly close to more than 18 Western national parks. In the fight to keep parklands and surrounding areas safe from the harmful impacts of energy development, NPCA and our partners have waged — and won — several battles.

The Grand Teton National Park ecosystem is home to America's longest and second-largest land wildlife migration corridor. Aggressive leasing of federal land for oil and gas development on the park's border jeopardizes the health of migrating animal populations, in particular by affecting their migration routes, which continue into Grand Teton National Park. This includes, but is not limited to, the mule deer population in Wyoming, which has declined by half in recent years.

Working to stop energy development at the doorstep of our parks, NPCA's staff has helped secure a number of major lease deferrals. Jerry Otero, senior energy analyst, unites community voices to stand up for public lands and wildlife. "We've had a lot of support from a wide range of groups — including sportsmen's groups. The Grand Teton ecosystem is just one example, but it illustrates an emblematic struggle between oil and gas development and the national parks. In this area, this time, the parks logged a win. But it's never over," said Otero. Because of this administration's energy-focused agenda, "We're still fighting."



One such example of our community success is Chaco Culture National Historical Park, which is at the heart of a vast prehistoric network of ancient roadways, pueblos and sacred sites that extend well beyond the park. Otero calls Chaco a “complex, dynamic mix of history and culture overlaid with exploitation.” Working with local tribes and other stakeholders. NPCA has been a fierce advocate in protecting Chaco and its communities’ health and culture.

NPCA has been active working with partners on the ground to fight proposed lease sales in the area immediately surrounding Chaco. We were part of a successful effort to secure a one-year moratorium on all new leasing in the area, and we are working to make that permanent through legislation. Through action alerts and calls, our membership weighed in with Congress and helped to secure passage of that legislation in the House with a vote of 254-174. It now awaits a vote in the Senate.

Defending Water in the California Desert


Joshua Tree National Park (CA)



NPCA won a major battle against the proposed Cadiz Water Project in July 2019 when California Governor Gavin Newsom signed Senate Bill 307 into state law.

NPCA has worked for more than 15 years to stop this project, which would have pumped 16 billion gallons of water per year from an aquifer beneath Mojave Trails National Monument, Mojave National Preserve and Joshua Tree National Park. The new law, secured in part due to NPCA's advocacy and legal work, prevents Cadiz from pumping water unless state regulators find the project would pose no harm to the desert ecosystem.

The aquifer feeds into desert springs that provide water necessary for the survival of plants and animals in the arid desert. The U.S. Geological Survey and the National Park Service both found the Cadiz Water Project would



remove 25 times more water each year than is replenished, potentially draining the springs and endangering the delicate balance needed to sustain life in the desert.

Despite the importance of the aquifer, in 2017 the administration advanced the project by removing federal environmental review requirements. In response, NPCA launched a legislative campaign and filed lawsuits in an attempt to halt the project. NPCA helped elevate thousands of voices, including elected officials, veterans, former Park Service officials, water agencies, and community and tribal leaders to build support and pressure lawmakers to pass the bill. In June 2019, a federal judge sided with NPCA and others in ruling that the administration

violated the law when it approved plans to construct a 43-mile-long pipeline to ship the water. The legal victory was followed then by California's additional new safeguards.

Former Superintendent of Mojave National Preserve Mary Martin said the project “was the greatest threat to the region during my tenure and continues decades later to be an existential threat to the sacred water of the desert.”

“(It was) the greatest threat to the region during my tenure and continues decades later to be an existential threat to the sacred water of the desert.”

— Mary Martin, former Superintendent,
Mojave National Preserve

Defending Our National Monuments



Bears Ears National Monument (UT)

From natural red-rock formations to steep canyons and expansive mesas, Bears Ears and Grand Staircase-Escalante National Monuments in Utah hold thousands of years of history that includes archeological sites, unique geological features and diverse species of sensitive desert plants and animals. These monuments also play a critical role in the region's larger, interconnected national park landscape between Zion, Bryce Canyon and Canyonlands National Parks and Glen Canyon National Recreation Area. With this administration's illegal reduction of boundaries and protections for Bears Ears and Grand Staircase-Escalante in 2017, the future of these monuments is in jeopardy.

NPCA's legal team has been hard at work defending our national monuments. Nearly every U.S. president in the last 100 years has used the Antiquities Act of 1906 to protect some of our most iconic land and most important history, from the Grand Canyon to the Statue of Liberty and Harriet Tubman Underground Railroad. But with the president's illegal attempts to remove protections, some of our most important cultural, natural and historic places are at risk, as are the lands and history we've spent generations protecting. Pending judicial action on behalf of Bears Ears and Grand Staircase-Escalante National Monuments could set a precedent for how the Antiquities Act will be interpreted going forward.

NPCA continues to stand with allies such as the Bears Ears Inter-Tribal Coalition, local communities and conservation partners to defend both Bears Ears and Grand Staircase-Escalante from the administration's attempts to drastically reduce their size and gut protections. "Grand Staircase-Escalante drives the economy and provides an outstanding quality of life we're working hard to preserve for the future," says Nicole Croft, executive director of Grand Staircase Escalante Partners. "NPCA has been an excellent ally in defense of the monument."

“Grand Staircase-Escalante drives the economy and provides an outstanding quality of life we’re working hard to preserve for the future. NPCA has been an excellent ally in defense of the monument.”

– Nicole Croft, executive director of Grand Staircase Escalante Partners

Clearing the Air



↑ Navajo Power Plant, Page, AZ

When people think about iconic national parks like Grand Canyon, Shenandoah and Rocky Mountain, they think of unspoiled landscapes and scenic views.

Sadly, park visitors across the country might be shocked to learn that these places have some of the most polluted air of all of our national parks.

In fact, a new report finds 96% of national parks are plagued by air pollution problems, and climate change. NPCA's Polluted Parks report evaluated 417 national parks for damage caused by polluted air, including the potential health risks posed to the people who make more than 300 million visits to our parks each year, as well as the communities that surround them.

Air pollution directly affects people like Gema Perez, a mom and urban activist in Bakersfield, California. "Sometimes the open air hurts our throats," she says. Air pollution also spreads into the neighboring national parks, where her family loves to picnic, hike and camp. "We believe the air is clean because there are so many trees there, so far from the cities. I think a lot of us are wrong in that." In fact, ozone pollution levels in Sequoia National Park and others in the region often rival those in Los Angeles.

The challenges facing our parks are undeniable, but so is our resolve to help solve the climate crisis and clear the air to ensure these treasured places and surrounding communities are healthy. NPCA continues to work to defend critical clean air and climate laws, hold polluters and our government accountable, and advocate for pollution reductions by empowering people and communities. Says Stephanie Kodish, senior director and counsel for NPCA's Clear Air Program, "Prompt and sharp pollution reductions are fundamental to mitigating the climate crisis and nonnegotiable to safeguard our parks. For 100 years, NPCA has been working to protect our national parks, and we remain steadfast in our commitment to defend them for 100 more."

To view the full Polluted Parks report, visit www.npca.org/reports/air-climate-report.

96%

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“Sometimes the open air hurts our throats. We believe the air is clean because there are so many trees there, so far from the cities. I think a lot of us are wrong in that.”

– Gema Perez, a mom and urban activist, Bakersfield, California

Transportation Strategies Ease Park Access For All



Many people in New York City do not realize how close they are to national parks. NPCA is hoping to change that, while also improving visitor access to them.

Manhattan alone is home to 10 national park sites, all accessible by public transit. NPCA is working to connect people without cars to these and other area parklands through marketing, outreach events and web-based mapping tools. Increasing the use of public transportation

for everyone also can reduce our carbon footprint and incrementally help tackle the climate crisis.

Just 25 miles from midtown Manhattan is Gateway National Recreation Area and its Jamaica Bay unit, which includes Canarsie Pier, Floyd Bennett Field, Jamaica Bay Wildlife Refuge and other sites. Though one of the New York City's most visited units, Jamaica Bay remained largely inaccessible to locals who depend on public transit. "That was the transit equity piece we wanted to resolve," says Lauren Cosgrove, NPCA Northeast Program Manager.

Working closely with the Jamaica Bay Greenway Coalition, NPCA's 2017 report, "Transportation and Access Improvements for the Jamaica Bay Unit of Gateway National Recreation Area," offered 23 recommendations to private groups and city, state and federal agencies to rethink transportation to the park by boat, bus and bicycle. Since the report's release, key partners, including the National Park Service, have completed approximately 11 of the recommendations.

NPCA partner, Jamaica Bay – Rockaway Parks Conservancy, equipped bus drivers who have routes along Jamaica Bay with information about popular sites. The Conservancy is working with ride share company Lyft to create digital points of interest to complement on-the-ground signage. This fall, the Gateway visitor center will better serve its purpose when its historic gates are reopened to drivers, bus riders and pedestrians in a promising pilot program.



Enjoying outdoor activities in Gateway National Recreation Area.



Restore Our Parks Act



At nearly 100 years old, Paradise Inn at Mount Rainier National Park has welcomed nearly 2 million guests during its time of service. But the years and extreme weather of the Pacific Northwest took their toll on the structure, and the iconic inn fell into disrepair. After a \$24.5 million rehabilitation project, Paradise Inn and Annex reopened in May of 2019. The project highlights efforts by the National Park Service, NPCA and other conservation groups to restore America’s national parks and preserve invaluable resources of our nation’s heritage, including its historic structures, roads and trails. But Paradise Inn is far from the only park structure in need of repairs. Due to chronic underfunding, the

“The Paradise Inn has been restored to a glory that it hadn’t seen in a long time.”

– Rob Smith, NPCA Northwest Regional Director

National Park System now faces a nearly \$12 billion deferred maintenance backlog. NPCA advocates for this much-needed funding to address some of the most critical repair needs of America’s national parks — urging lawmakers to reach a solution through the Restore Our Parks Act. This legislation is the result of negotiations on previously introduced bills and reflects compromise on an issue with strong bipartisan support. To reduce our parks’ maintenance backlog, the National Park Service would use revenue the government currently receives from energy production on federal lands and waters — up to a total of \$6.5 billion over five years — to repair park roads, visitor facilities, crumbling trails and other structures.

“The Paradise Inn has been restored to a glory that it hadn’t seen in a long time,” said Rob Smith, NPCA Northwest regional director. Investing in such national park projects helps to ensure a positive visitor experience for generations to come.

Due to chronic underfunding,
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Centennial Activities

A century after its founding, NPCA's mission — to protect and enhance America's National Park System for present and future generations — is just as relevant now as it was 100 years ago. NPCA continues to be a fearless and outspoken defender of America's national parks.

In its centennial year, NPCA is looking ahead to the next 100 years. We're engaging new communities of park advocates and inspiring the next generation to love parks as much as we do. Guided by the tenets of justice, equity, diversity and inclusion, NPCA is working to ensure that all people see themselves reflected in our National Park System. This includes empowering veterans and military families to speak up in new ways for the very places they fought to protect.

National Park Week Veteran Service Projects

NPCA teamed up with The Mission Continues, a veterans service organization, for service projects at Death Valley and Biscayne National Parks in California and Florida and Ebey's Landing National Historical Reserve in Washington during National Park Week in April. With veterans, active duty Navy, family members and NPCA staff participating across the country, the week of service highlighted our organizations' joint desire to restore our parks. Volunteers removed illegal campsites and damaged walkways, picked up pounds of trash, cleaned historic cannons and created new trail for visitors to enjoy.





↑ Members of Youthworks and NPCA visiting Arches National Park (UT)

Centennial Activities



↑ Founders Day Celebration attendee in Florida views a picture of the original Mather Mountain Party. The gathering of prominent individuals in 1915 led to the creation of the National Park Service.

Founder's Day Celebration in Florida

NPCA hosted a celebration of our centennial at the historic Deering Estate overlooking Biscayne National Park. Community partners and guests shared park protection stories, considered ongoing park challenges and enjoyed remarks from Congresswoman Donna Shalala. They recreated the famous Mather Mountain Party image and signed their own Mather Pledge postcards. At the end of the evening, they joined with the general public to watch the full moon rise over beautiful Biscayne Bay.



NYC World Pride Events

We commemorated the 50th anniversary of the Stonewall uprising by taking part in several Pride-related events during the month of June. NPCA sponsored a panel discussion, “From Stonewall to Pulse: A Discussion on the Future of LGBTQ+ Historic Sites,” at New York City’s Human Rights Conference, which focused on the need to expand the Park Service’s role in celebrating and honoring LGBTQ history. Later that same week, NPCA staff spoke at the pride rally before a crowd of 3,000. On the day of the World Pride/Stonewall 50 March, NPCA opened its doors for a pre-march brunch for our participating volunteers prior to joining the throng of marchers celebrating the beauty and strength of diversity.



Pullman by Train

In Chicago, NPCA worked with Metra, the city’s commuter rail system, and the Park Service to introduce people from Chicago to Pullman National Monument. Five trains departed from the heart of downtown and provided participants with a guided transit ride to this urban park. NPCA coordinated ranger-led walking tours and garnered advocacy actions supporting the inclusion of national park transit funding in the new federal transportation bill. During the event, Metra announced a new multi-million-dollar ADA-accessible station for the Pullman National Monument gateway stop.



↑ Mural at Pullman National Monument

NPCA Turns 100

NPCA Awards

2018 FOLIO: EDDIE & OZZIE AWARDS

- Eddie Award Winner: Nicolas Brulliard, Senior Editor — Range of Work By A Single Author, Association/Nonprofit
- Eddie Award Honorable Mention: Overall Editorial Excellence, Association/Nonprofit
- Eddie Award Honorable Mention: “In the Balance,” Single Article, Nonprofit/Charity
- Ozzie Award Honorable Mention: Overall Design Excellence, Nonprofit/Charity

ONLINE AWARDS

2018 WEB Award for Outstanding Achievement in Web Development from the Website Marketing Association

- Outstanding Website Award
- Best Advocacy Website for My Park Story



Indiana Dunes National Park (ID)

STAFF AWARDS

- Texas Region — Children in Nature — E. Lee Walker Award For Community Collaboration
 - Recognizing NPCA’s work engaging new, diverse leaders for conservation through Civic Voice Lessons.
- Midwest Region — “The Unity Award” from the Indiana Dunes Tourism Council and LaPorte County Tourism Council
- “Spirit of America” Award from Chinese American Alliance — Alan Spears, Director of Cultural Resources

2019 EXCEL AWARD

- Special Report (Print), Gold for “Win-Win The Endangered Special Act & Our National Parks”
- Infographic, Gold for “Win-Win The Endangered Special Act & Our National Parks”

NPCA By the Numbers

Number of volunteer hours

16,550

Number of events
and activities

320

Number of advocacy actions
taken on behalf of parks

335,000

More than

1.4

million members
and supporters

Centennial Heroes

Gerard Baker

Centennial Leadership Award

Former Superintendent, National Park Service

Retired National Park Service Superintendent Gerard Baker found his life's work including indigenous voices and traditions at national parks, eventually becoming the highest-ranking Native American in the service's history.

A full-blooded member of the Mandan-Hidatsa tribe, Gerard grew up listening to the stories of his elders, and during his National Park Service career brought those histories back into the parks.

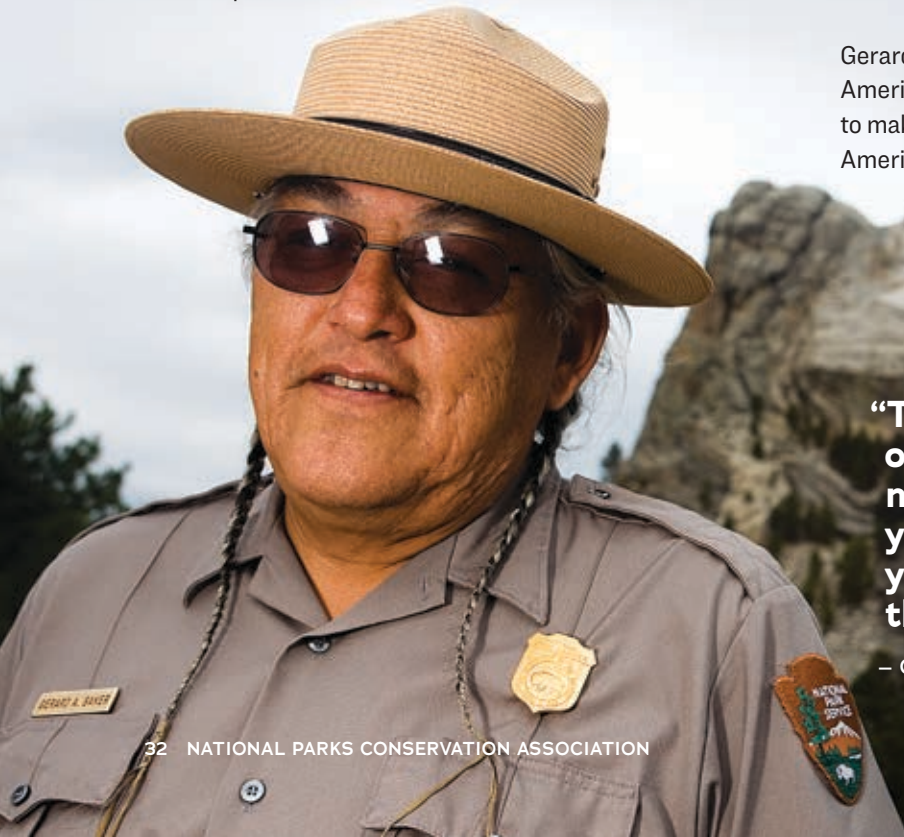
He served as superintendent of Little Bighorn National Monument, Lewis and Clark National Historic Trail, and Mount Rushmore National Memorial, where relationships he built between local tribes and park staff remain in place today. Additionally, Gerard was the superintendent of Chickasaw National Recreation Area where he worked with the Chickasaw Tribe, the city of Sulphur, Oklahoma, and the National Park Service to establish the very successful creation of the Chickasaw Cultural Center.

Gerard believes “the national parks belong to all of us... No matter who you are, no matter what religion or culture you come from, no matter where you're living in the United States, these are your parks.”

Gerard's success in increasing the representation of Native American stories in the parks inspires NPCA as we too work to make sure the National Park System tells a more complete American story.

“The national parks belong to all of us... No matter who you are, no matter what religion or culture you come from, no matter where you're living in the United States, these are your parks.”

— Gerard Baker, retired National Park Service Superintendent



The Campbell Foundation

Centennial Leadership Award

For the Keith Campbell Foundation for the Environment, conservation is a family affair. D. Keith Campbell, chairman, and his daughter Samantha Campbell, president, play a crucial role in conservation work throughout California, the Chesapeake Bay watershed and the Atlantic coastal bays.

The Campbell Foundation has been an invaluable partner to NPCA, providing over two decades of financial support for NPCA's work. Over the years, the foundation's support and leadership have been critical in defending Chesapeake Bay watershed from harmful development and pollution and in protecting the delicate marine ecosystem of Point Reyes National Seashore.

The Campbell Foundation remains focused on forging connections, as it has done with NPCA, to protect the places we share. "Shared places can enlighten us to our common experience as people," says Samantha.



Glenn Padnick

Centennial Leadership Award

NPCA Trustee Emeritus

During his nine-year tenure on NPCA's Board of Trustees, Glenn Padnick helped strengthen NPCA and was critical to building a better future for our parks. One of his most pivotal contributions was as chair of the board's Nominating Committee, which under his leadership brought eight new trustees to the organization. During Glenn's time on the board, NPCA was actively involved in fighting the proposed rewrite to the National Parks Service Management Policies, one of the most serious attacks on parks in recent history. At the same time, the organization convened the National Parks Second Century Commission and recruited countless new supporters and advocates. Glenn's active role as a trustee provided key guidance during this important time. As a member of the Communications Committee, he helped NPCA work on attracting the next generation of park advocates and connected us with celebrity spokespeople to amplify our message of protecting parks for future generations.

Glenn was elected as a trustee emeritus in 2016 in recognition of his exemplary service to NPCA. Since retiring from the board in 2010, Glenn has remained a strong park advocate and an active park traveler. He has participated in NPCA's travel program and visited more than 300 parks.

Centennial Heroes



Sylvia Cyrus

Centennial Leadership Award

Executive Director of The Association for the Study of African American Life and History (ASALH)

Sylvia Cyrus is dedicated to protecting and preserving the African American experience in our national parks. Under her leadership, ASALH assisted NPCA's work to create two national park sites dedicated to telling the stories of the first African American labor union and the struggle for civil rights with Pullman National Monument in Chicago and Birmingham Civil Rights National Monument in Alabama.

Most significant, she helped guide the National Park Service in the rehabilitation and reopening of the home of Carter G. Woodson, the "Father of Black History," in Washington, D.C.

Her efforts will impact our National Park System for generations. Says Cyrus, "Our future lies in enhancing our parks and reaching out to all communities to visit, learn and share."

Denis Galvin

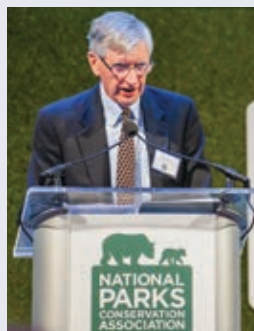
Centennial Leadership Award

Former National Park Service Deputy Director and NPCA Board of Trustees member

Former National Park Service Deputy Director Denis "Deny" Galvin spent his nearly 40-year career working on behalf of our national parks.

During his tenure at the National Park Service, he established the Natural Resource Challenge, creating a new source of funding to increase the role of science in decision-making within the Park Service, and developed a long-term protection plan for Sequoia National Park's forest of 3,000-year-old trees.

Now in his second term as a member of NPCA's Board of Trustees, Deny continues to advocate for the parks both on Capitol Hill and through his leadership support of NPCA, including his service on the National Parks Second Century Commission. Deny has also been a strong supporter of NPCA's commitment to Justice, Equity, Diversity and Inclusion (JEDI) and serves on a JEDI advisory group to shape NPCA's efforts to make national parks places that truly exist for all.



Both NPCA and the National Park Service have benefitted tremendously from Deny's expertise and passion. His commitment to America's national parks has helped ensure that our most treasured places reflect and serve this nation for generations.

Thomas Mangelsen

Robin W. Winks Award for Enhancing Public Understanding of Our National Parks

Renowned nature photographer

Nature and wildlife photographer and advocate Thomas Mangelsen has dedicated more than 40 years to photographing the Earth's last great wild places — effectively communicating the values of the National Park System to the American public through his award-winning images.

His work alongside NPCA elevated a crucial campaign to protect grizzly bears and wolves from Grand Teton to Denali. “Visiting a national park can alter one’s life,” said Tom. “These special places need as many voices as possible speaking for them and NPCA stands among the best.”



Marie Ridder

Sequoia Award for Extraordinary Commitment to the work of NPCA

Former NPCA Board of Trustees member and current board member of the Piedmont Environmental Council

A retired journalist, Marie Ridder has long used her voice to preserve the places she holds dear — particularly Virginia, where she has spent much of her life. For years, she chaired the Virginia State Parks Commission and the Virginia Council on the Environment.

As a member of the NPCA's Board of Trustees and the National Council, Marie helped engaged elected officials at the state and local level, while introducing NPCA to new friends.

Marie has also devoted her leadership skills to organizations including National Park Service, American Farm Land Trust, the Chesapeake Bay Foundation and the World Wildlife Fund, among others.

“Future generations ... have their work cut out for them,” she has said. “After all, if we stop trying to effect change, is there any hope for the future?”

Centennial Heroes



Roosevelt Family

Centennial Leadership Award

President Theodore Roosevelt understood that America had “fallen heirs to the most glorious heritage a people ever received” in its open spaces. As president, he protected over 230 million acres of land and in 1906 signed the Antiquities Act.

Roosevelt’s respect for the natural world and his passion for its protection have inspired generations, including within his own family. His descendants have carried on the legacy of conservation, fighting for the preservation of America’s national parks

A longtime environmental champion, Theodore Roosevelt V (Ted) co-founded Redwood Grove Capital, an asset manager that invests for this era of climate change. He is vice chair of the board of EcoAmerica and a former director of the New York League of Conservation Voters. He co-chairs an initiative to establish the Theodore Roosevelt Presidential Library. Through his sustainability efforts, including partnering with Subaru and NPCA to promote a Zero-Landfill Initiative, Ted is working to continue his family’s protection of America’s open spaces for future generations.

“NPCA knows the need to protect these parks and monuments doesn’t end with a presidential signature. They have defended our parks for the past 100 years. From Katadhin Woods and Waters in Maine, where NPCA helped the Quimby and St. Clair family establish the national monument, to Joshua Tree National Park in California.”

– Theodore Roosevelt V

Quimby/St. Clair Family

Centennial Leadership Award

Roxanne Quimby spent two decades advancing a bold vision — establishing a national park site in Penobscot County, Maine. She knew that creating a national park in the area would not only protect this cherished landscape in perpetuity, but also revitalize the rural community's economy.

Roxanne instilled her passion for conservation and love for Maine in her children, Lucas St. Clair and Hannah Quimby. Together, the family worked toward the establishment of Katahdin Woods and Waters National Monument in 2016 by then-President Barack Obama. Their generosity, tireless advocacy, and strategic planning made possible one of the greatest American conservation victories in history.

Thanks to the long-standing vision and perseverance of the Quimby/St. Clair family, more than 87,500 acres of land in the North Maine Woods is now protected in the National Park Service. They continue to work to enhance the monument, working with The National Park Service on building a visitor contact station within the monument.



“Conserving our parks for future generations takes passion and determination. NPCA staff have both. They are dedicated to their work protecting parks from Denali to Acadia and every park in-between. Their policy expertise, strong relationships with decision-makers, and community values are an important combination to be the best advocates for our national parks.”

— Lucas St. Clair

Centennial Heroes



A Family Tradition

Dave and Kara Walter

NPCA supporters, conservation advocates

Dave Walter spent childhood summers discovering the national parks with his parents. Now, he and his wife Kara share their love of the parks with their children, 8-year-old Drew and 6-year-old twins Avery and Emma.

This summer, the Walters traveled from their home in Minneapolis to Isle Royale National Park in Michigan. The remote island in Lake Superior is the site of a recent wildlife victory Dave helped secure as chair of the NPCA Midwest Leadership Council. “There are 17 wolves on Isle Royale now,” he reports, up from only two in 2018. Closer to home, the council is working with local partners to turn the Upper St. Anthony Falls Lock into a world-class visitor destination within Mississippi National River and Recreation Area — a hub of outdoor activities easily accessible to all in downtown Minneapolis.

Protecting the parks has long been a priority for the extended Walter family. Dave's dad, H. William "Bill" Walter, NPCA trustee emeriti, helped increase NPCA's presence in the Midwest to protect Voyageurs National Park, Minnesota, and others. "We're both passionate about NPCA's efforts to protect the parks — for everyone to enjoy," says Dave.



Voyageurs National Park (MN)

Isle Royale National Park (MI)

A Gray Wolf *Canis Lupus*



Update: Wolves Return to Isle Royale

Since 2013, NPCA has advocated to bring new wolves to Isle Royale National Park to protect the long-term survival of this iconic species and maintain a healthy landscape for the park. The island's wolf population had been slowly dwindling for years while the growing moose population was impacting the park's plant life.

In June 2018, the National Park Service decided to bring 20-30 wolves to the park over a three-year period. As of fall 2019, the park is halfway toward its goal, and Isle Royale's wolves are on the road to recovery.



Centennial Heroes



Doing Her Part

Estela Avery

NPCA Board of Trustees member, philanthropist

According to Estela Avery, “you can’t ask someone to do something unless you’re willing to do it yourself.” That philosophy serves Estela Avery, and America’s national parks, quite well as she leads NPCA’s Centennial Philanthropy Committee.

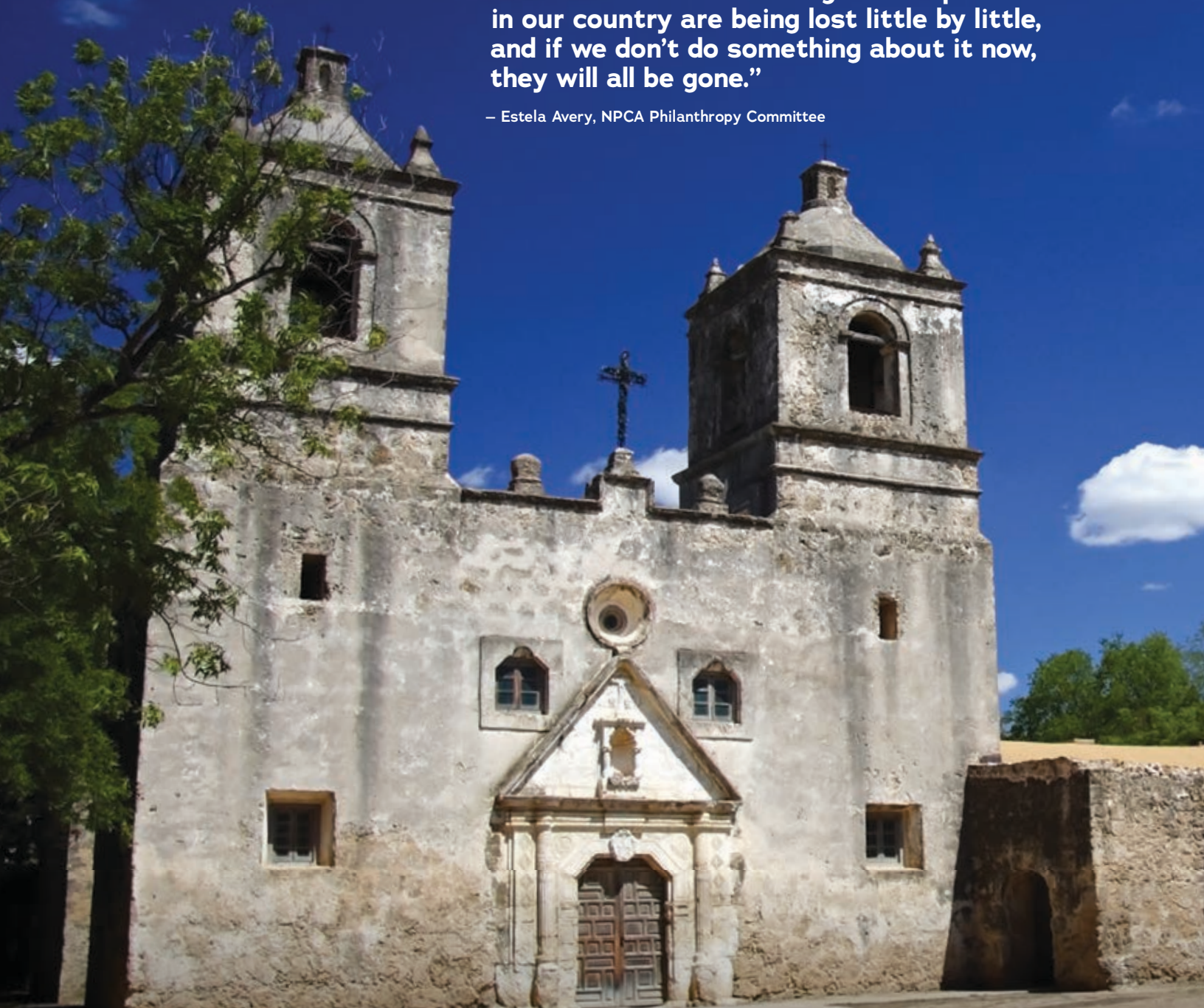
Estela is one of NPCA’s most generous volunteers and has years of experience leading conservation projects in her native San Antonio, Texas. So when Estela asks anyone to make a donation to NPCA during our 100th year of conservation action, she does so with personal knowledge of the satisfaction that comes with helping to protect and enhance national parks.

Threats to our parks and other public lands keep growing. Estela believes if we don’t stand up for these special places today, they might not be around for future generations. “The most beautiful and significant places in our country are being lost little by little,” she says, “and if we don’t do something about it now, they will all be gone.”

Estela is doing her part, and then some, to address a myriad of threats facing national parks. Generations of her family and other families will be able to experience fully protected national parks thanks to her here-and-now actions. We are grateful for her commitment to NPCA’s work, and the leadership example she is setting for everyone who values the world’s greatest parks.

**“The most beautiful and significant places
in our country are being lost little by little,
and if we don’t do something about it now,
they will all be gone.”**

– Estela Avery, NPCA Philanthropy Committee



Centennial Heroes



A Beautiful Friendship

The Body Shop US

Corporate Partner

Last fall marked the start of a beautiful friendship when nature-inspired beauty brand The Body Shop US partnered with NPCA.

The international brand is known for its social activism and cause-based campaigns toward a cruelty-free, ethical and sustainable beauty industry. As such, the US division teamed up with NPCA for its 2018 holiday season campaign, **#EnchantedByNature**, to inspire American consumers to help protect our national parks by supporting NPCA's efforts around healthy wildlife, clean water and sustainable energy. The partnership proved "a perfect fit," said public relations and activism manager, Diana Hitzig, by allowing The Body Shop US to support a cause that aligns with the interests of its consumers and the brand's purpose. "Through NPCA's

"Through NPCA's work to protect landscapes and habitats within national parks, the partnership benefited nature in our own U.S. backyard."

– Diana Hitzig, The Body Shop public relations and activism manager



**I GIFT =
\$1 DONATION**

**TO NATIONAL PARKS
CONSERVATION ASSOCIATION***

*From October 1, 2018 to December 31, 2018, The Body Shop will donate \$1 for every gift purchased holiday gift set sold to NPCA, up to a maximum donation of \$25,000.

work to protect landscapes and habitats within national parks, the partnership benefited nature in our own U.S. backyard,” she said.

As the exclusive nonprofit partner for the cause promotion, The Body Shop US raised awareness and support for national parks and NPCA’s mission through its holiday promotions and in all 110 U.S. stores. NPCA received \$30,000 — and a far greater value in inspiring prospective members, volunteers and supporters to join with us.

With excitement high among The Body Shop US customers and employees, the brand launched NPCA as one of its Love Your Body™ Club partners in April. The loyalty program allows customers and national park enthusiasts alike to turn rewards vouchers into donations and even memberships for NPCA, increasing the partnership’s impact, a very beautiful thing.



↑ NPCA and The Body Shop US corporate team joined together for several volunteer events, including marching together at World Pride 2019 in New York, June 30.



A New Misson

Chileen Duncan

NPCA volunteer, The Mission Continues member, veteran

Chileen Duncan served as an aviation medic for the U.S. Navy. Today, she serves as a member of The Mission Continues, one of dozens of veteran service organizations NPCA partners with to help veterans continue their national service through volunteer projects in parks. With The Mission Continues and NPCA leading the way, Chileen has participated in service projects at Mount Rainier and Olympic National Parks and Ebey’s Landing National Historical Reserve near her home in Poulsbo, Washington. “I love our national parks, and I fully appreciate the need for protected natural spaces in our lives,” she says.

Whereas veterans and other park visitors find refuge from the noise of modern life in parks, the U.S. Navy currently uses the airspace over Olympic National Park to train the pilots of some of the loudest fighter jets in the world. “This kind of training over a national park is an unpleasant distraction for most visitors — but it could be terrifying for someone dealing with post-traumatic stress,” says the veteran.

In April, Chileen joined other members of The Mission Continues in Washington, D.C., for NPCA’s annual 2019 Capitol Hill Day. She was one of hundreds of NPCA supporters that helped us reach every House and Senate office with the message that we need to preserve the peace and quiet we treasure in our national parks.

Financial Report

Thanks to the generosity of National Parks Conservation Association donors, the fiscal year that ended on June 30, 2019 was a record year for NPCA. Our total net assets increased to over \$56 million, nearly a 25 percent increase over the previous fiscal year. Along with our talented staff and dedicated volunteers, the increased financial support played a vital role in our work to protect and preserve our nation's iconic and inspirational places for present and future generation.

Thanks to your generous support, NPCA is able to remain a strong, committed voice for our national parks.

	(Audited)	(Audited)
REVENUE, GAINS AND OTHER SUPPORT	FY2019	FY2018
Membership Dues	1,239,228	1,135,436
Contributions	34,842,045	29,561,258
Grants and Contracts	6,668,413	5,622,767
Proceeds from Special Events	1,017,354	1,520,591
Marketing Income	1,670,435	1,154,987
Bequests	3,489,851	2,281,017
Other Income	230,188	222,534
Investment Return	1,667,737	2,572,120
Total Revenue, Gains and Other Support	50,825,251	44,070,710
EXPENSES		
PROGRAM SERVICES		
Protect and Restore	17,928,176	19,467,174
Engage, Educate and Empower Americans	9,950,089	9,443,472
Strengthen and Enhance	4,328,298	4,210,857
Total Program Services	32,206,563	33,121,503
SUPPORTING SERVICES		
Management and General	2,550,410	2,943,031
Fundraising	4,871,968	4,676,675
Total Supporting Services	7,422,378	7,619,706
Total Expenses	39,628,941	40,741,209
Changes in Net Assets	11,196,310	3,329,501

(Audited)

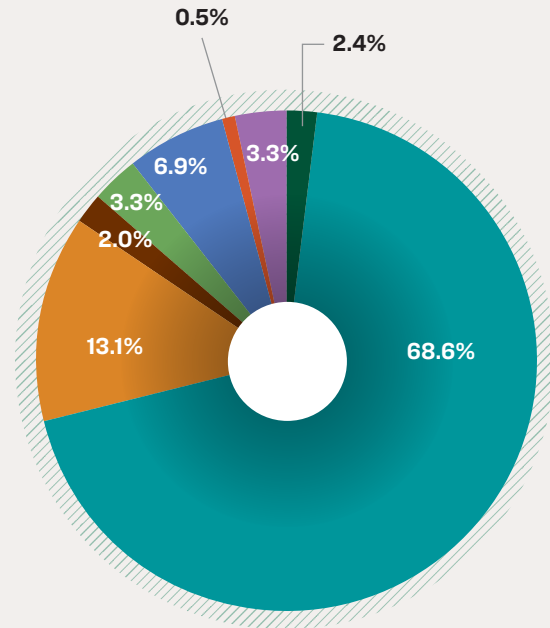
(Audited)

ASSETS	FY2019	FY2018
CURRENT ASSETS		
Cash and Cash Equivalents	9,209,476	7,237,966
Short-term Investments	2,335,727	2,417,614
Grants and Contributions Receivable, Net	3,275,306	1,806,067
Accounts Receivable	81,767	62,275
Inventory	180	150
Prepaid Expenses	438,681	259,685
Total Current Assets	15,341,137	11,783,757
OTHER ASSETS		
Deposits	26,926	32,276
Investments	39,244,683	38,597,579
Property and Equipment, Net	1,487,690	1,251,555
Grants and Contributions Receivable, Less Current Portion	9,364,004	1,766,633
Total Other Assets	50,123,303	41,648,043
Total Assets	65,464,440	53,431,800
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable and Other Accrued Expenses	3,563,182	2,964,047
Deferred Revenue	723,488	599,222
Deferred Rent, Current Portion	162,837	147,659
Charitable Gift Annuities, Current Portion	362,786	338,756
Total Current Liabilities	4,812,293	4,049,684
NONCURRENT LIABILITIES		
Deferred Rent, Less Current Portion	1,901,793	2,032,492
Charitable Gift Annuities, Less Current Portion	2,672,782	2,487,409
Other Noncurrent Liabilities	19,047	0
Total Noncurrent Liabilities	4,593,622	4,519,901
Total Liabilities	9,405,915	8,569,585
NET ASSETS		
Without Donor Restrictions	17,370,723	15,240,795
With Donor Restrictions	38,687,802	29,621,420
Total Net Assets	56,058,525	44,862,215
Total Liabilities and Net Assets	65,464,440	53,431,800

Financial Report

REVENUE, GAINS AND OTHER SUPPORT

Membership Dues	1,239,228
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Grants and Contracts	6,668,413
Proceeds from Special Events	1,017,354
Marketing Income	1,670,435
Bequests	3,489,851
Other Income	230,188
Investment Return	1,667,737
Total Revenue, Gains and Other Support	50,825,251



EXPENSES

PROGRAM SERVICES

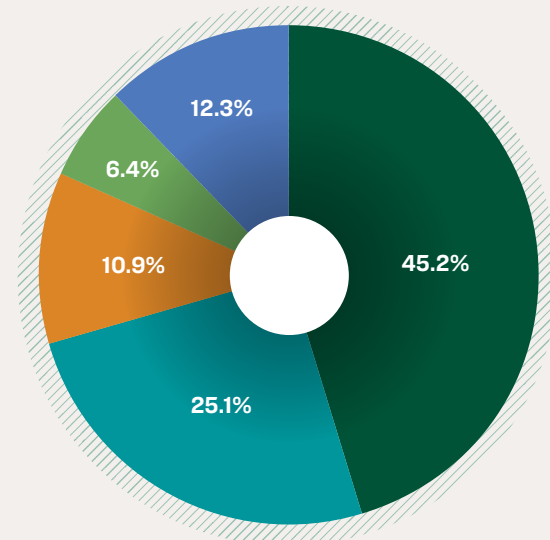
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Engage, Educate and Empower Americans	9,950,089
Strengthen and Enhance	4,328,298
Total Program Services	32,206,563

SUPPORTING SERVICES

Management and General	2,550,410
Fundraising	4,871,968
Total Supporting Services	7,422,378

Total Expenses 39,628,941

Changes in Net Assets 11,196,310



Endowments

Over the years, donors have sought to provide for the long-term fiscal stability of NPCA and its work protecting America's National Park System. Some endowed funds have been created with gifts in honor of, or in memory of, special individuals. Endowed funds may be restricted for specific programs or aspects of NPCA's conservation work. Such gifts are invested, and only a portion of the annual earnings is available for program expenses each year, as directed by the Board of Trustees.

NORMAN G. COHEN PARK EDUCATION ENDOWMENT

This fund, in honor of a former Board of Trustees chair, supports educational activities for Washington, D.C.-area youth to help them appreciate and understand the parks.

EDAR ENDOWMENT

Created by Armstrong Chinn Jr., this is a permanent endowment fund to further NPCA's mission for the protection and enhancement of the national parks.

FRANK H. FILLEY AND FAMILY ENDOWMENT FUND

This fund provides unrestricted support for park protection programs.

GENERAL NATIONAL PARKS CONSERVATION ASSOCIATION ENDOWMENT FUND

This fund, initiated through the generosity of John and Jane Strandberg, provides perpetual support for NPCA's current programs and park protection initiatives.

GRETCHEN LONG ENDOWMENT

Members of the Board of Trustees established this fund to honor former Board of Trustees Chair Gretchen Long for her outstanding voluntary leadership and service to NPCA.

STEPHEN T. MATHER AWARD FOR EXCELLENCE ENDOWMENT FUND

Endowed by Booz Allen Hamilton, this award is presented annually to employees of the National Park Service for exemplary service. The endowment is named for the first director of the National Park Service and founder of NPCA.

NORTHEAST REGIONAL OFFICE ENDOWMENT

This fund was established to support NPCA's work in the Northeast region.

PARK PROTECTION ENDOWMENT

Funded by an anonymous donor, this endowment was established to enhance NPCA's long-term financial base and further the organization's goals of protecting and enhancing national parks.

KATHRYN B. SEHY MEMORIAL ENDOWED INTERNSHIP

This endowed internship was established in memory of Kathryn B. Sehy by her husband, Lawrence Sehy.

H. WILLIAM WALTER ENDOWED INTERNSHIP PROGRAM

This fund was created to support an NPCA internship program for college and graduate students so they can gain experience at a park conservation organization and possibly pursue a career in the field.

YELLOWSTONE CONSERVATION FUND ENDOWMENT

This fund was created as a permanently restricted endowment for the purpose of supporting, broadly, NPCA's work to protect the Greater Yellowstone Ecosystem.

NPCA Around the Country



Program Locations

1

Alaska

Anchorage, AK

2

Mid-Atlantic

Washington, D.C.

- East Stroudsburg, PA
- Philadelphia, PA

3

Midwest

Chicago, IL

- St. Paul, MN

4

Northeast

New York City, NY

5

Northern Rockies

Bozeman, MT

- Whitefish, MT
- Jackson, WY

6

Northwest

Seattle, WA

7

Pacific

Oakland, CA

- Joshua Tree, CA
- Los Angeles, CA
- Barstow, CA
- Fresno, CA

8

Southeast

Knoxville, TN

- Asheville, NC

9

Southwest

Salt Lake City, UT

- Tucson, AZ
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All lists are as of October 31, 2019

Our Commitment to Justice, Equity, Diversity and Inclusion

To be the National Park System's most effective voice and advocate, NPCA must make new commitments as we begin our second century.

Our new Statement of Intentions lays the groundwork for incorporating these principles of justice, equity, diversity and inclusion into our work. Over the last year, staff came together across the organization to craft the statement, all committing to its goals and agreeing to hold ourselves accountable. We will measure our success in an evolving park system that honors not only the ecologic and scenic treasures of the nation but the many cultural and historical threads defining our larger American experience. And, as an organization, we will measure our success in the many members and supporters who come from all walks of life to raise their voices and make a promise to our shared future.



↑ Members of the veterans service organization The Mission Continues join NPCA staff in service projects and parks events throughout California.



Key among these goals is helping people understand the relevance of these places to their lives — to recognize “we the people” and the American land more fully. Only with the perspectives, knowledge, and involvement of different members of the public can the park system better reflect and serve this nation. The act creating the National Park Service envisioned future generations. We are that future, and justice, equity, diversity and inclusion are now an essential part of the national park idea. They are core to NPCA's mission.



As an organization, we will measure our success in the many members and supporters who come from all walks of life to raise their voices and make a promise to our shared future.

Our Statement of Intention

What We Believe

For 100 years, NPCA has been dedicated to the work of developing, sustaining and expanding the parks, because protecting our natural world and civic story is crucial to life and democracy. We have much to be proud about: a legacy of protecting the places that are home to rich biodiversity and, increasingly, those that tell the stories our country needs to remember.

However, we also know our visionary founders marginalized certain people. We were not always on the right side of justice; we helped pioneer the concept of public lands but excluded important voices in the creation of national parks and our organization. And many of our national parks and public lands were created by forcibly removing those who called them home. That history cannot be un-lived, but facing these difficult truths allow us to do our best work going forward.

What We Commit To

In our centennial year, we commit to a new promise: that our national parks truly exist for all. We believe the best hope for achieving this vision is for people to love, believe in and advocate for these places. America's national parks will grow stronger as more people benefit from them — on their own terms. To fulfill this vision, NPCA will ground itself in the tenets of justice, equity, diversity and inclusion. These principles are fundamental to what we want this organization to become and to creating and preserving a National Park System that really does belong to all people.

We start with ourselves, by fostering representational diversity, equitable practices and meaningfully including different perspectives at every level of our staff, board, advisory councils and volunteers. We will model an environment of trust, open communication and collaboration that welcomes new ideas and encourages challenging debate. We believe in constructive dissent as a foundation of innovation and growth.



What We Will Advocate For

- **Equitable access** to national parks for those who have historically been excluded or have felt unwelcome due to socio-economic constraints, biased or unrepresentative park interpretation, historical trauma, language barriers, fear for their personal safety, or any reasons related to discrimination or injustice.
- **An expanded park system** that represents the full range of stories of our collective American experience, especially those stories that help us face our nation's truths.
- **Authentic, long-term partnerships with communities and cultures** that have deep relationships with places that are now national parks. We will work with them to ensure that they have economic, educational and spiritual opportunities related to those parks. And we will use the power and position of NPCA to be steadfast allies on issues of justice and equity in our public lands.

Challenges We Will Overcome

NPCA's future is inextricably linked to these commitments and we know they will raise challenging questions. Determining how justice can be served for both a community and for a park's resources will rarely be simple, and we don't yet know how to perfectly make decisions about using NPCA's resources to address these issues. But we commit to trying.

As our country continues to evolve and develop, we believe national parks will become even more essential. NPCA's story, like the story of America, is always changing. We will grow by acknowledging past injustices, seeking reconciliation and learning to become better listeners. And we will hear and amplify new voices that have traditionally not been part of the dialogue on parks and public lands.

The Journey We Will Take

We seek to be humble yet bold in this endeavor, open and without defensiveness. We hope to become an organization that better reflects our changing nation. We will surely make mistakes and missteps as we grow, but we will always try to learn from them. We invite our community – our members and supporters, partners, and the general public – to join us on this journey so that together we can better advance the principles of justice, equity, diversity and inclusion.

We hope the commitments in this statement merge our words and actions in ways that will build bonds with others, inspire our staff to grow and take risks, and change how and with whom we work to protect and enhance the National Park System.



Thank You For Making a Difference...

A century ago, visionaries with a passion for America's national parks saw the need for a strong, independent voice speaking out on their behalf. With the strength of 1.3 million members and supporters, the National Parks Conservation Association is that voice. Since our founding in 1919, we have been working to protect places of unparalleled natural wonder, historical significance and cultural value.

Our dedicated and passionate supporters have joined us on community service projects inside parks, marched up to Capitol Hill to advocate to Congress the need to fund our parks and provided generous financial support to make this work possible. We are pleased to recognize on the enclosed poster the numerous individuals, foundations and corporations that have provided philanthropic support to NPCA. We are so grateful for your role in helping NPCA be a strong leader for our parks for the last century and look forward to your continued support.

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Get Involved

Make a Gift

To learn more about how you can support NPCA financially, please visit [npca.org/donate](https://www.npca.org/donate) or call **800.NAT.PARK (800.628.7275)**.

Become an Online Activist

Learn more about the threats facing our parks and take action online at [npca.org/advocacy](https://www.npca.org/advocacy).

Attend an Event

We host volunteer events year-round across the country. Find activities near you and learn more about what you can do to protect parks at [npca.org/events](https://www.npca.org/events).

Travel with Us

Check a few more national parks off your list! Join NPCA on one of our small-group educational adventures and experience the very best of your national parks, from Denali to Everglades. Tours are limited to just 16 participants plus two guides and include meals, accommodations and on-trip transportation. Find details at [npca.org/trips](https://www.npca.org/trips).

Consider a Planned Gift

Many people like to leave a gift to charity in their will or trust because they care about the causes that are important in their lives. To learn more about making America's national parks a part of your enduring legacy, contact our staff at **877.468.5775** or legacy@npca.org, or visit [MyParkLegacy.org](https://www.MyParkLegacy.org).



**PRESERVING OUR PAST.
PROTECTING OUR FUTURE.**

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Cover: Daughter of NPCA's staff member
at the Martin Luther King Jr. Memorial.